

## MERLOW Membership Chairperson Lion Ed Kelley, PDG Second Cabinet Meeting Status Report

**The following are the three goals I set for 2009-2010.**

I will work with the MERLOW team to the best of my ability to develop and pass on these skills to our clubs.

**These are my Membership Goals for 2009-2010:**

- 1) To be a resource person for our clubs.
  - a. What can my club do to attract new members?
  - b. Why it is necessary to have a Membership Committee?
  - c. Why use Membership Exit Interview?
  - d. Why is it necessary to keep talking about Membership?
  - e. Help our clubs see the BIG picture. It takes every letter of MERLOW to develop membership.
- 2) Once authorized, use *The Ohio Plan-A systematic approach to recruit new members for Local Lions Clubs*. My goal is to enlist three clubs that will commit to the plan.
- 3) Help develop a District 1-J MERLOW Training Seminar.

**Goals Status Report:**

- 1) I have been asked to talk to one club to encourage them in their efforts to get new members. We Madness article below allows all Lions to give us feedback via Facebook. Join the group as a “fan” by typing the bolded title in a search. Great Idea!!
- 2) I have evaluated other membership plans and find that various plans have had success throughout the U.S. I attended the MD-1 Membership meeting at the LI State office in Petersburg. We exchanged lots of information and have returned to 1-J with several ideas that our clubs will find useful. There will be more information forthcoming soon about the MD-1 Lions Membership Madness membership drive. It should be well received by all age groups of our clubs. Chair Lion Jani is doing a great job. More information to come.
- 3) The District 1-J Membership/Retention Seminar should prove to be a success. Lions Buz and Tawney presented a great power point that was well received. I will be receiving a copy of the Membership power point from Loin Tawney.



### **MD-1 Lions Membership Madness**

You may know we are modeling our MD-1 membership drive after the NCAA Sweet 16, calling it Membership Madness. Here is an opportunity for Lions of MD-1 to chime in and let us know how you feel about membership challenges. Looking forward to your input. We have cheers on Mon. to district membership chairs and 4th Mon's pep rallies, with hints for membership. If you would like to see these added here please advise. about an hour ago